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Reloading Gen Z

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Reloading Gen Z

Mary Margaret Cornwell
Kennesaw State University

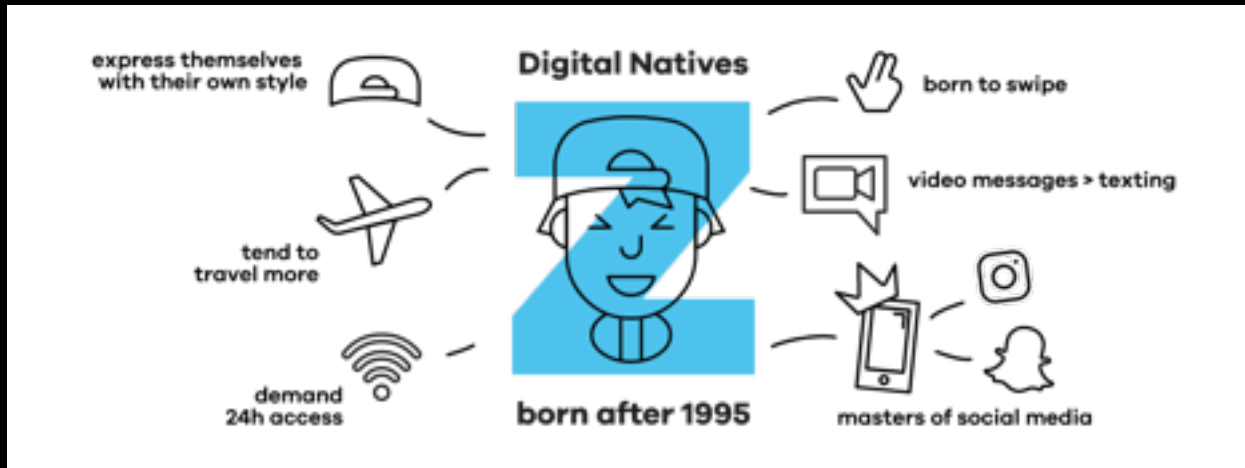


KENNESAW STATE
UNIVERSITY

- Two Campuses:
 - Kennesaw
 - Marietta
- 40,000+ undergraduate FTE
- 80+ ENGL 110x



Who are “Gen Z”



- Date Range: 1995-2009
- A generation born completely within the technological age and age of multiculturalism.
 - Considered to be more globally minded

Professor Ian Duncan, 2021



Gen Z

Born Between
1995 - 2015



Millennial

Born Between
1980 - 1994



Gen X

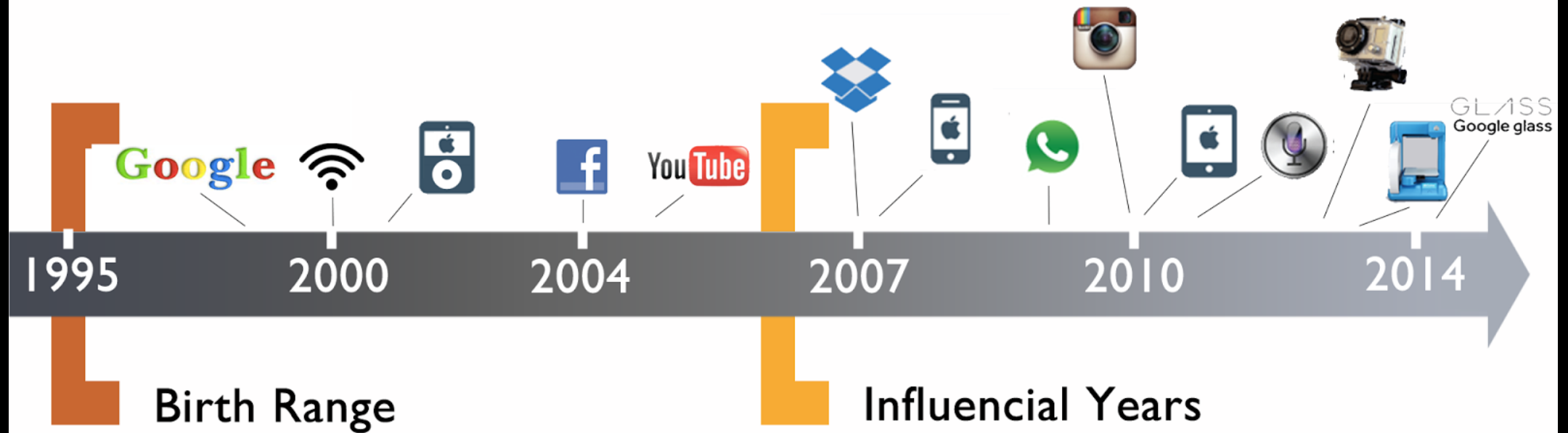
Born Between
1965 - 1979



Baby Boomer

Born Between
1944 - 1964

Generation Z technology path



Information Literacy and Gen Z

How do Gen Zers' Search?

What are they using to conduct
their searches?

FakeNews

Guidelines, Standards, and Frameworks

Alphabetical List

Listing by Topic

- Access
- Education, Personnel, and Academic Status
- Information Literacy and Instruction
 - Characteristics of Programs of Information Literacy that Illustrate Best Practices: A Guideline
 - Framework for Information Literacy for Higher Education

Guidelines for Instruction Programs in Academic Libraries

Guidelines for Primary Source Literacy

Information Literacy Competency Standards for Journalism Students and Professionals

Information Literacy Competency Standards for Nursing

Information Literacy Standards for Anthropology and Sociology Students

Information Literacy Standards for Science and Engineering/Technology

Information Literacy Standards for Teacher Education

Objectives for Information Literacy Instruction: A Model Statement for

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Guidelines for Instruction Programs in Academic Libraries

Approved by the ACRL Board of Directors, June 2003. Revised October 2011.

Preamble

Academic libraries work together with other members of their institutional communities to participate in, support, and achieve the educational mission of their institutions by teaching the core competencies of information literacy—the abilities involved in identifying an information need, accessing needed information, evaluating, managing, and applying information, and understanding the legal, social, and ethical aspects of information use. The systematic delivery of instructional programs and services should be planned in concert with overall strategic library planning, including the library's budgeting process. Such planning may also involve strategizing with other campus units to deliver collaboratively designed programming.

To best assist academic and research librarians in preparing and developing effective instructional programs, the following guidelines are recommended.

I. Program design

A. Statement of purpose

The library should have a written mission statement for its instructional program that:


- articulates its purpose for the instruction program in the context of the educational mission of the institution and the needs of the learning community;
- involves its institutional community in the formulation of campus-wide information literacy goals and general outcomes;
- aligns its goals with the *Information Literacy Competency Standards for Higher Education*, and clearly states a definition of information literacy;
- recognizes the diverse nature of the learning community, including the varieties of learning styles, attitudes, educational levels, life experiences, cultures, technology skill levels, and other learner variables such as proximity to the campus itself (distance learning students);
- recognizes that instruction programs prepare learners not only for immediate curricular activities, but also for experiences with information use beyond the classroom—in work settings, careers, continuing education and self-development, and lifelong learning in general; and
- reflects changes in the institution and learning community through regular review and revision when appropriate.

B. Identification of content of instruction






Content for library instruction will vary among academic institutions. Instruction programs in academic libraries should have clear


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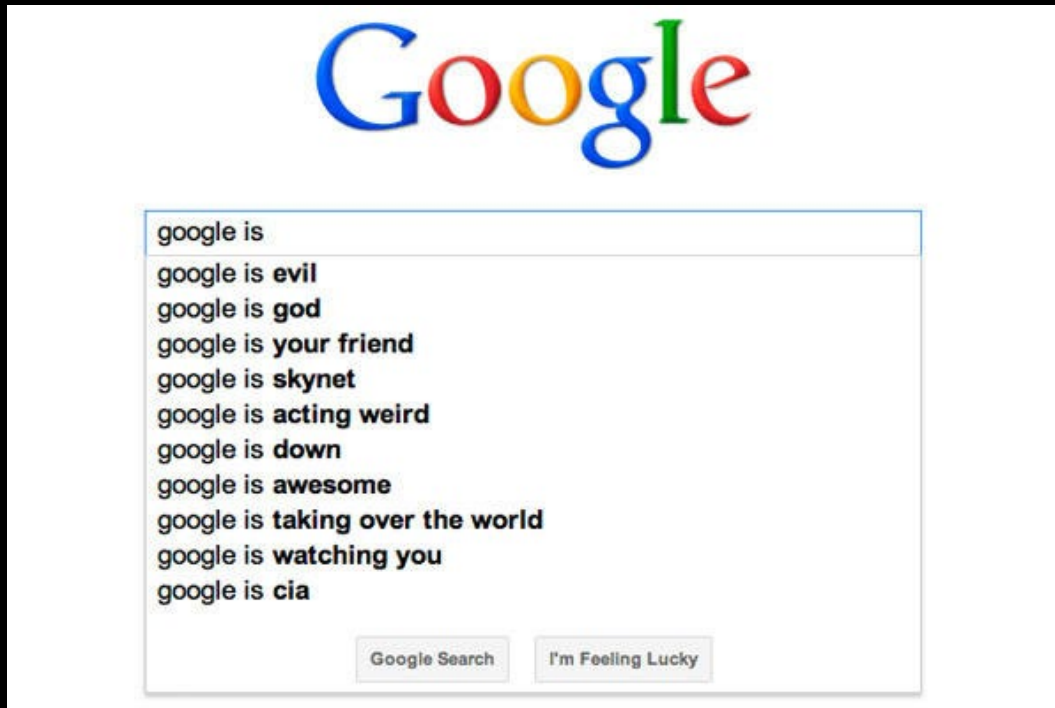
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Anna Kendrick & Blake Lively
Answer the Web's Most...
WIRED

AUTOPLAY 

What did you learn?



- What information did you get from that video?
- Were the answers accurate?
- Do you feel confident in the information you received?

The Five Ws Questions:

The 5Ws of Evaluation

Answer these questions to help you decide if your source is reliable or not.

WHO

Who wrote it? Are they an expert?
Can you find more about the author?

WHAT

What is the purpose of this source?
What information is included — and what is **excluded**?

WHERE

Where was this published?
Where does the information in it come from?

WHEN

When was this source published?
When was it last updated?

WHY

Why is this resource useful? Why is it better than
other sources?
Why should you use the information here?

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Wikipedia



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Create account

Log in

Article

Talk

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Edit

View history

Search Wikipedia

Generation Z

From Wikipedia, the free encyclopedia

It has been suggested that this article be **split** into articles titled ***Generation Z*** and ***Generation Z in the United States***. (Discuss) *(June 2019)*

The draft for Generation Z in the United States can be read [here](#).

Generation Z (often abbreviated as **Gen Z**) is the **demographic cohort** after the **Millennials**. Demographers and researchers typically use the mid-1990s to early-2000s as starting birth years. There is little consensus regarding ending birth years. Most of Generation Z have used the **Internet** since a young age and are comfortable with **technology** and **social media**.

Contents [hide]

1 Terminology

2 Date and age range definition

3 Characteristics

3.1 Psychographics

3.2 Use of technology and social media

3.3 Online dating

3.4 Arts and culture

3.5 Education

3.6 Political views

3.7 Employment prospects

4 Successors

5 See also

6 References

7 External links

8 Further reading

Part of a series on

Major generations of the Western world

Lost Generation

Greatest Generation

Silent Generation

Baby boomers

Generation X

Millennials








Generation Z


Terminology








[[edit](#)]

William Strauss and Neil Howe wrote [several books](#) on the subject of generations and are widely credited with coining the term *Millennials*.^[1] Howe has said "No one knows who will name the next generation after the Millennials".^[1] In 2005, their company sponsored an online contest in which respondents voted overwhelmingly for the name *Homeland Generation*. That was not long after the [September 11th terrorist attacks](#), and one fallout of the disaster was that Americans may have felt more safe staying at home.^[2] Howe has described himself as "not totally wed" to the name and cautioned that "names are being invented by people who have a great press release. Everyone is looking for a hook."^[1]^[3]^[4]

YouTube Vanity Fair Slang





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Generation Z.
"Generation Z" (**gen Z**) is a name given to the people born in the mid-2000s after the millennial generation, though some argue **gen Z** began in the... [more](#)
Salem Press Encyclopedia





1. **Gen Z @ work : how the next generation is transforming the workplace / David Stillman and Jonah Stillman.**  




By: Stillman, David. New York, NY : Harper Business, an imprint of HarperCollinsPublishers, [2017] 309 pages ; 24 cm Language: English, Database: Kennesaw Alma Catalog
Subjects: United States; Conflict of generations in the workplace -- United States; Age groups -- United States; Intergenerational relations -- United States; Diversity in the workplace -- United States; Supervision of employees; Age groups; Conflict of generations in the workplace; Diversity in the workplace; Intergenerational relations
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2. **Marketing to Gen Z : the rules for reaching this vast, and very different, generation of influencers / Jeff Fromm, Angie Read.**  

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☐ Jay Franco

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Questions or Comments?



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